

Message Text

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TO AMCONSUL SYDNEY

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E.O. 11652: N/A

TAGS:BEXP, AS

SUBJECT: PROPOSED FY 1976 USTC SCHEDULE

REF: A. SYDNEY 2038 B. USTC/OIM CONSULTATIONS-SEPTEMBER 24-
OCTOBER 7, 1974 C. CANBERRA 7360

FOR: USTC

1. BECAUSE IT IS UNLIKELY THAT THERE WILL BE A BUDGET INCREASE
FOR FY 1976, PROPOSAL A OF SYDNEY 2038 NOT FEASIBLE. PROPOSAL
B OF SYDNEY 2038 AND CANBERRA 7360 ARE APPROVED FOR US TRADE
CENTER FY 1976 AS FOLLOWS:

A) JULY: METALWORKING AND FINISHING EQUIPMENT EXHIBITION AND TECHNICAL
SESSIONS, AT USTC, 1(10 OTM AND 5 NTM).

B) AUGUST: THREE-DAY MARKETING SEMINAR AT USTC

C) OCTOBER: MEDICAL EQUIPMENT EXHIBITION AT USTC (20 OTM AND
5 NTM)

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D) NOVEMBER: THREE-DAY MARKETING SEMINAR AT USTC

E) MARCH: THREE-DAY MARKETING SEMINAR AT USTC

F) APRIL: MATERIALS HANDLING EQUIPMENT EXHIBITION AT USTC (1-OTM)

G) MAY 31 - JUNE 4: USTC OFF-SITE EXHIBITION AT "PAK-PRINT '76"
IN SYDNEY (30 OTM)

H) JUNE: "FASHION FABRICS" EXHIBITION AT USTC AND OFF"
SITE IN MELBOURNE (10 OTM AND 5 NTM)

2. THREE JEEPS PROPOSED IN REFTELS, ONE FOR SECOND QUARTER (NOVEMBER) OF FY 76, ONE FOR FEBRUARY AND ONE FOR MAY WILL BE SUBMITTED BY OIM TO THE OFFICE OF FIELD OPERATIONS FOR PROCUREMENT. "FASHION FABRICS" UNDER CONSIDERATION FOR NOVEMBER. "MARINE EQUIPMENT" JEEP UNDER CONSIDERATION FOR MAY. SUGGEST CONSUMER GOODS JEEP SCHEDULED FOR FEBRUARY BE LIMITED TO ONE OR SEVERAL OF THE MOST PROMISING CATEGORIES AS INDICATED BY THE CONSUMER GOODS STUDIES. PLEASE ADVISE RECOMMENDATIONS.

3. APPROXIMATELY FIFTY BSPTS SHOULD BE SCHEDULED AS TARGET FOR FY 1976, AT LEAST TWO OF WHICH WILL BE MULTI-COMPANY BSPTS WITH ONE BEING A FIVE COMPANY "FASHION FABRICS" BSP THE FIRST QUARTER OF FY 76.

4. OIM AND EXHIBITOR CONTRIBUTIONS INSUFFICIENT TO COVER COSTS OF HOLDING JEEPS OUTSIDE OF TRADE CENTER. JEEP IS ESSENTIALLY A TRADE CENTER EVENT FOR NTM TO OBTAIN REPRESENTATION SO IT IS NOT CONSIDERED NECESSARY TO HAVE A TANDEM JEEP IN MELBOURNE AS PROPPED INF REFERENCE. AGENTS AND KEY END-USERS IN MELBOURNE SHOULD BE ENCOURAGED TO COME TO JEEP AT USTC. ALSO US REPRESENTATIVES TRAVELING TO AUSTRALIA WILL BE ENCOURAGED TO TRAVEL TO MELBOURNE IF DESIRED.

5. THREE-DAY MARKETING SEMINARS, AS PROPOSED BY US TRADE CENTER ARE SCHEDULED ON A TENTATIVE BASIS PENDING RECEIPT OF WRITTEN DESCRIPTION FROM THE US TRADE CENTER OF THEIR EXACT NATURE. DESCRIPTION SHOULD INCLUDE TYPE OF PROGRAM AND PROMOTIONAL OBJECTIVE, PROGRAM INCLUDING TYPICAL TOPICS, TARGET AUDIENCE, SOURCE OF SEMINAR SPEAKERS, AND BUDGET CONSIDERATIONS.

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6. OIM HAS SCHEDULED TWO TRADE MISSIONS ON TENTATIVE BASIS -- (A) AGRICULTURAL EQUIPMENT IN SEPTEMBER 1975 AND (B) PRINTING AND GRAPHIC ARTS EQUIPMENT IN THE SECOND QUARTER OF FY 1976 (NOVEMBER 1975). MISSIONS WILL BE FIRMLY SCHEDULED ONCE A POLLAND PLANS PACKAGE HAS BEEN PREPARED BY OIM. IF POSTS WISH TO SUBMIT ADDITIONAL MARKET INFORMATION, PLEASE DO SO NOW ALONG WITH SUGGESTED DATES AND CITIES TO BE VISITED. INGERSOLL

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